

# Chassahowitzka River Post-Survey Report



This report represents data collected  
September 12 – 26, 2022

**Submitted by**

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# Table of Contents

- Executive Summary ..... 3
  - Introduction & Background ..... 3
  - Methods of Data Collection and Analysis ..... 3
  - Post-Survey Insights ..... 4
  
- Sample Demographics ..... 6
  
- River Behaviors & Opinions..... 9
  
- Appendix I: 2022 Chassahowitzka River Post-Survey Questions ..... 26
  
- Appendix II: Agreement statements all counties ..... 29
  
- Appendix III: Other challenges listed ..... 33

# Executive Summary

## Introduction & Background

The Southwest Florida Water Management District (District) launched a campaign in 2022 that educated visitors of the Chassahowitzka River (target audience) about the recreational best management practices that would help protect the river and reduce ecological impacts. Due to the success of a similar campaign regarding the challenges facing the Weeki Wachee River, the District is optimistic that distributed messaging will result in positive change in behaviors while on the river.

Prior to the launch of the campaign, the District collaborated with The Taproot Agency to gather initial data regarding visitor behaviors at the river. This post-survey explores whether behaviors have changed as a result of the campaign. Annual follow-up surveys will be conducted to better track behavior change as educational efforts continue.

Messages included in the educational campaign were:

1. Stay in the vessel when possible.
2. If you have to leave the vessel, tie off in shallow water.
3. Avoid docking on riverbanks.
4. Don't trample vegetation or kick up silt.
5. Avoid climbing on banks.
6. Don't climb trees or use rope swings.
7. Don't throw out litter or leave anything behind.
8. Trim boat motors to prevent propeller scarring.

## Methods of Data Collection and Analysis

The Taproot Agency deployed a social media survey using the ads function of the Facebook platform. The ad was active September 12–26, 2022, and gathered 516 total responses.

Parameters were set for the Facebook ad to run in the geographic area of the following FL counties: Citrus, Hernando, Hillsborough, Pasco, Pinellas and Polk. Respondents were excluded based on whether or not they had visited the Chassahowitzka River. If their response was “more than five years ago,” “don't know” or “never visited,” they were terminated from the survey. The sample resulted in a theoretical margin of error of approximately +/-5% at the 95% confidence level.

## Post-Survey Insights

The following insights were gleaned from the post-survey data represented in this report as it was compared to responses in the pre-campaign survey.

- There was a slight (3% point) increase in the number of recent visitors within all counties reporting a majority visiting in the last 6 months.
- Social media and word of mouth are still the most popular resources visitors use when planning a trip to the river. Quite a few respondents (45%, up 4% points from the pre-survey) reported using “Other” resources in their planning. While not all who chose that response wrote in an answer for further clarification, there were quite a number who said they live in the area. In future surveys it is worth considering adding “I live in the area” as an option.
- The option to select “fishing” was added in the post-survey to the list of activities in response to the large number of respondents that wrote it in on the pre-survey. As a result of including this option, “fishing” was one of the top three choice selected. This option should be retained on future surveys.
- The following recreation activities recorded change in the post-survey responses:
  - Boat (motorized vehicle) – down 3% points
  - Kayak or canoe – up 10% points
  - Paddleboard – up 8% points
  - Swim/snorkel – up 6% points
  - Rope swing – up 2% points (goes against campaign messaging)
- Regarding existing vessels on the river, behavior change was recorded:
  - 30% of respondents reported not existing their vessel, which was down 13% points from the pre-survey.
  - A positive change was reported in the number of respondents who reported tying off their vessel in shallow waters (up 3% points).
  - Increases were also reported in those that “let it float freely” (+5% points) and “other” (+5% points). A common response recorded in the “other” text box related to various options to anchor their vessels when exiting.
- Positive changes in opinion were recorded in how many respondents agree with statements regarding actions while on the river:
  - 9%-point increase in those who agree (6%) and strongly agree (3%) that climbing on banks damages the river

- 7%-point increase in those who agree (3%) and strongly agree (4%) that climbing trees and rope swings damages trees
- For nearly all challenges listed, an overall increase was recorded in recognition that there are challenges the river is facing.
  - Top three challenges recorded, two of which directly relate to campaign messaging, include: Motorized boats traveling too fast (44%, up 11% points), Too many kayakers (40%, down 1% point) and too much trash in the river (40%, up 1% point)
  - Other challenges showing an increase in recognition that directly relate to campaign messaging include: Trampled or scarred vegetation (up 5% points) and Worn down or eroded shorelines (up 4% points)
- In both the pre- and post-survey data, the majority of respondents indicated that they were “very likely” to take the listed actions knowing it would protect the river. The only two that recorded a very minimal decrease in those “very likely” to take the action were:
  - Stay in the vessel when possible (-1% points)
  - Don’t climb trees or use rope swings (-1% points)
- Social media (55%) was the most memorable channel selected by respondents, overall and in each county, who recall seeing or hearing messages about protecting the Chassahowitzka River. While this is a high indication rate of recognition, the survey was also conducted via social media which might impact the results. 37% of respondents recorded having not heard or seen the messages.

## Sample Demographics

### When was the last time you visited the Chassahowitzka River?

	Pre-Survey	Post-Survey
Within the last six months	<b>59%</b>	<b>62%</b>
6 months to one year ago	17%	15%
One to five years ago	13%	12%
More than five years ago*	5%	4%
Don't know*	2%	2%
Never visited*	4%	4%

\*Respondent was terminated as not qualified for this survey.

## In which Florida county do you live?

	Pre-Survey	Post-Survey
<b>Citrus</b>	<b>40%</b>	<b>31%</b>
Hernando	19%	19%
Hillsborough	10%	9%
Pasco	16%	18%
Pinellas	5%	13%
Polk	5%	5%
Other*	4%	2%
I don't live in FL	2%	<1%

Note: The post-survey was targeted in Citrus, Hernando, Hillsborough, Pasco, Pinellas and Polk counties. The post-survey also provided the option to select Marion (1%), Levy (1%) and Sumter (2%) counties as these were seen in the pre-survey written-in responses. Write-in responses on the post survey included singular entries for the following counties: Clay, Lake, Lee and Alachua.

The following table provides a breakdown by timeframe of when residents last visited the river.

(Pre/ Post)	Within the last six months		6 months to one year ago		One to five years ago	
Citrus	<b>80%</b>	<b>79%</b>	15%	12%	6%	9%
Hernando	<b>58%</b>	<b>68%</b>	21%	19%	21%	13%
Hillsborough	<b>58%</b>	<b>65%</b>	24%	18%	18%	18%
Pasco	<b>65%</b>	<b>64%</b>	17%	20%	18%	16%
Pinellas	<b>56%</b>	<b>72%</b>	24%	18%	20%	10%
Polk	<b>48%</b>	<b>45%</b>	35%	20%	17%	35%
Other*	<b>47%</b>	<b>71%</b>	24%	29%	29%	0%
I don't live in FL	<b>57%</b>	0%	14%	<b>100%</b>	29%	0%



# River Behaviors & Opinions

Which of the following resources do you use when planning a trip to the Chassahowitzka River? Select all that apply.

	Pre-Survey	Post-Survey
YouTube videos	5%	6%
<b>Social media pages (Facebook, Twitter)</b>	<b>14%</b>	<b>17%</b>
Search engines (Google, Bing)	13%	<b>17%</b>
Travel Websites	1%	2%
ChassahowitzkaFlorida.com	7%	6%
Visitors Bureau	1%	1%
<b>Word of Mouth</b>	<b>37%</b>	<b>40%</b>
<b>Other*</b>	<b>41%</b>	<b>45%</b>

Note: Other responses (separated by semicolons, repeated answers in **bold**)

**None**; **Tides** or usgs; business owner; Chaz campgrounds; I'm local and I keep my mouth shut about the good spots; Live here, it's my home. Sad to see what is happening; **I live here**; Friends; Own a weekend home on the river; **Grew up there**; Kayak groups; Geospatial tools such as Google Earth; FPTA; Campground searches; Locals; Map at the store; Family; FloridaNatureCoast.org.

Please select up to three recreation activities you engage in while on the Chassahowitzka River.

	Pre-Survey	Post-Survey
<b>Boat (motorized vehicle)</b>	<b>52%</b>	<b>49%</b>
<b>Kayak or Canoe</b>	<b>45%</b>	<b>55%</b>
Paddleboard	6%	14%
Tubing	1%	1%
Swim or snorkel	31%	37%
Rope Swing	4%	6%
<b>Observe wildlife (manatees, birds, etc.)</b>	<b>36%</b>	36%
Camp	15%	13%
Hike	4%	2%
Picnic	4%	4%
Fishing	N/A	<b>43%</b>
Other	19%	4%*

Note: Other responses (separated by semicolons): Bird watching; Crabbing; Photography; Recover dead manatees; Rope swings are not allowed; Scuba/cave diving; SUP

\*The decrease noted here is likely due to the inclusion of fishing as a possible answer in the post survey.

## If you exit your vessel, where do you leave it while on the river?

	Pre-Survey	Post-Survey
I don't leave my vessel while I'm on the river	<b>43%</b>	30%
Park on riverbanks	16%	15%
Tie off in shallow waters	31%	<b>34%</b>
Let it float freely	3%	8%
Other	7%	12%

Note: Responses recorded include (separated by semicolons, repeated answers in **bold**)

All of the above, depending on location and circumstances; **Anchor**; Anchor in shallow water; Anchor outside of the channel and stay away from the banks; Anchor outside of the channel away from the banks; Anchor. You don't see many people tied to bank lines unless they are cleared out areas with sandy banklines beaches; Anchored or float with it; At the Crack, we get out and stretch, have a snack; Boat slip at river lodge; Dog island; Don't know; House on the river; Need more beach parking; On my property; On the riverbank at the picnic area and at the crack; Our camp; Pole type anchor or free float; Private property; Shallow areas of the river; **Tie off at dock**; Use old sunken pontoon boat; Why wouldn't you add anchor it?

## How much do you agree or disagree with the following statements?

ALL RESPONDENTS (Pre/ Post)	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree	
People should stay in their vessels on the river.	18%	18%	13%	15%	<b>27%</b>	23%	24%	<b>29%</b>	19%	15%
Climbing on banks damages the river.	<b>28%</b>	31%	26%	<b>32%</b>	22%	18%	15%	13%	9%	6%
Climbing trees and rope swings damages trees.	<b>28%</b>	<b>32%</b>	22%	25%	22%	20%	17%	16%	10%	7%
The number of vessels should be limited on the river.	<b>21%</b>	22%	20%	21%	<b>21%</b>	21%	<b>21%</b>	<b>25%</b>	17%	12%
Vessels should only be allowed to park in designated spots on the river.	21%	20%	21%	22%	17%	21%	<b>23%</b>	<b>23%</b>	18%	13%
The river is too crowded with visitors.	<b>34%</b>	28%	23%	21%	21%	<b>30%</b>	17%	15%	5%	5%

Note: what follows is a breakdown of the agreement statements by county of residence (includes the “other” and “I don’t live in FL” as well). Highest percentage for each is noted in bold text and post-survey highs are also red. In the event two have the same highest mark, both are bolded.

Note: A breakdown of each statement with all six counties responses appears as Appendix II in this report.

CITRUS COUNTY (Pre/ Post)	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree	
People should stay in their vessels on the river.	20%	19%	13%	13%	25%	18%	23%	29%	19%	14%
Climbing on banks damages the river.	34%	30%	23%	29%	24%	16%	12%	13%	8%	5%
Climbing trees and rope swings damages trees.	35%	31%	20%	22%	23%	17%	14%	17%	8%	7%
The number of vessels should be limited on the river.	27%	22%	21%	19%	12%	23%	20%	21%	20%	8%
Vessels should only be allowed to park in designated spots on the river.	24%	18%	18%	16%	13%	23%	22%	24%	23%	13%
The river is too crowded with visitors.	46%	36%	23%	19%	13%	23%	14%	13%	5%	3%

HERNANDO COUNTY (Pre/ Post)	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree	
People should stay in their vessels on the river.	19%	22%	16%	12%	<b>28%</b>	<b>24%</b>	22%	22%	15%	16%
Climbing on banks damages the river.	27%	28%	<b>34%</b>	<b>29%</b>	16%	19%	15%	10%	8%	9%
Climbing trees and rope swings damages trees.	<b>28%</b>	<b>32%</b>	<b>28%</b>	24%	16%	18%	20%	15%	8%	7%
The number of vessels should be limited on the river.	12%	18%	24%	19%	<b>31%</b>	18%	14%	<b>29%</b>	19%	12%
Vessels should only be allowed to park in designated spots on the river.	16%	16%	<b>28%</b>	<b>24%</b>	20%	16%	23%	<b>24%</b>	13%	16%
The river is too crowded with visitors.	<b>29%</b>	22%	26%	24%	23%	<b>35%</b>	17%	6%	5%	9%

HILLSBOROUGH COUNTY (Pre/ Post)	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree	
People should stay in their vessels on the river.	9%	12%	13%	9%	<b>36%</b>	15%	24%	<b>41%</b>	18%	15%
Climbing on banks damages the river.	22%	24%	<b>24%</b>	<b>41%</b>	20%	9%	20%	15%	13%	3%
Climbing trees and rope swings damages trees.	18%	21%	<b>22%</b>	21%	<b>22%</b>	<b>35%</b>	<b>22%</b>	12%	16%	3%
The number of vessels should be limited on the river.	18%	9%	16%	18%	18%	24%	<b>31%</b>	<b>27%</b>	18%	15%
Vessels should only be allowed to park in designated spots on the river.	11%	15%	22%	<b>24%</b>	24%	18%	<b>27%</b>	18%	16%	18%
The river is too crowded with visitors.	<b>31%</b>	18%	18%	21%	24%	18%	20%	<b>27%</b>	7%	9%

PASCO COUNTY (Pre/ Post)	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree	
People should stay in their vessels on the river.	18%	20%	13%	13%	20%	20%	<b>30%</b>	<b>26%</b>	20%	12%
Climbing on banks damages the river.	20%	<b>32%</b>	<b>25%</b>	29%	23%	15%	23%	12%	10%	4%
Climbing trees and rope swings damages trees.	21%	<b>35%</b>	20%	22%	<b>27%</b>	17%	20%	12%	13%	6%
The number of vessels should be limited on the river.	16%	17%	16%	20%	25%	19%	<b>31%</b>	<b>23%</b>	13%	12%
Vessels should only be allowed to park in designated spots on the river.	20%	23%	20%	<b>26%</b>	20%	10%	<b>27%</b>	20%	14%	12%
The river is too crowded with visitors.	21%	22%	23%	23%	<b>34%</b>	<b>25%</b>	18%	19%	4%	3%



PINELLAS COUNTY (Pre/ Post)	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree	
People should stay in their vessels on the river.	12%	10%	8%	20%	<b>44%</b>	<b>28%</b>	20%	<b>28%</b>	16%	6%
Climbing on banks damages the river.	<b>32%</b>	32%	28%	<b>36%</b>	24%	16%	16%	4%	0%	4%
Climbing trees and rope swings damages trees.	<b>32%</b>	28%	28%	<b>34%</b>	24%	16%	12%	12%	4%	2%
The number of vessels should be limited on the river.	<b>28%</b>	<b>38%</b>	8%	16%	<b>28%</b>	18%	<b>28%</b>	20%	8%	0%
Vessels should only be allowed to park in designated spots on the river.	<b>32%</b>	<b>26%</b>	16%	24%	12%	<b>26%</b>	24%	14%	16%	2%
The river is too crowded with visitors.	28%	26%	<b>32%</b>	16%	16%	<b>34%</b>	24%	16%	0%	0%

POLK COUNTY (Pre/ Post)	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree	
People should stay in their vessels on the river.	22%	5%	4%	10%	17%	<b>40%</b>	22%	10%	<b>35%</b>	35%
Climbing on banks damages the river.	22%	15%	17%	20%	<b>30%</b>	<b>30%</b>	13%	25%	17%	10%
Climbing trees and rope swings damages trees.	13%	15%	17%	10%	<b>30%</b>	<b>35%</b>	13%	25%	26%	15%
The number of vessels should be limited on the river.	22%	25%	<b>30%</b>	10%	17%	20%	9%	15%	22%	<b>30%</b>
Vessels should only be allowed to park in designated spots on the river.	<b>35%</b>	5%	9%	20%	13%	<b>25%</b>	22%	<b>25%</b>	22%	<b>25%</b>
The river is too crowded with visitors.	<b>30%</b>	30%	13%	10%	26%	<b>45%</b>	30%	5%	0%	10%

OTHER (Pre/ Post)	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree	
People should stay in their vessels on the river.	6%	0%	6%	0%	35%	14%	29%	57%	24%	29%
Climbing on banks damages the river.	29%	29%	18%	14%	24%	29%	18%	14%	12%	14%
Climbing trees and rope swings damages trees.	24%	14%	18%	29%	18%	0%	29%	29%	12%	29%
The number of vessels should be limited on the river.	18%	14%	18%	14%	35%	14%	18%	43%	12%	14%
Vessels should only be allowed to park in designated spots on the river.	12%	14%	29%	0%	24%	43%	18%	29%	18%	14%
The river is too crowded with visitors.	18%	14%	24%	14%	35%	29%	12%	29%	12%	14%

I DON'T LIVE IN FL (Pre/ Post)	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree	
People should stay in their vessels on the river.	29%	<b>100%</b>	14%	0%	<b>43%</b>	0%	14%	0%	0%	0%
Climbing on banks damages the river.	14%	<b>100%</b>	<b>57%</b>	0%	29%	0%	0%	0%	0%	0%
Climbing trees and rope swings damages trees.	14%	<b>100%</b>	<b>43%</b>	0%	14%	0%	29%	0%	0%	0%
The number of vessels should be limited on the river.	0%	50	29%	<b>50%</b>	<b>57%</b>	0%	14%	0%	0%	0%
Vessels should only be allowed to park in designated spots on the river.	29%	<b>100%</b>	<b>57%</b>	0%	0%	0%	14%	0%	0%	0%
The river is too crowded with visitors.	14%	<b>100%</b>	29%	0%	14%	0%	<b>43%</b>	0%	0%	0%

**Based on what you know or have heard, what challenges does the Chassahowitzka face?**

	Pre-Survey	Post-Survey
No challenges at the moment	7%	9%
<b>Too many kayakers</b>	<b>41%</b>	<b>40%</b>
Trampled or scarred vegetation	26%	31%
Too many people recreating on the river at one time	32%	34%
Worn down or eroded shorelines	26%	30%
Climbing and rope swinging from trees	23%	29%
<b>Too much trash in the river</b>	<b>39%</b>	<b>40%</b>
Too many motorized boats	21%	23%
<b>Motorized boats traveling too fast</b>	<b>33%</b>	<b>44%</b>
Other*	15%	15%

Note: Responses for “Other” are included in Appendix III.

Note: what follows is a breakdown by county showing the percentage of respondents identifying challenges the river faces.

Pre / Post	Citrus		Hernando		Hillsborough		Pasco		Pinellas		Polk	
No challenges at the moment	8%	8%	2%	9%	11%	6%	16%	7%	0%	12%	13%	10%
Too many kayakers	<b>55%</b>	<b>48%</b>	<b>58%</b>	<b>46%</b>	<b>36%</b>	24%	<b>37%</b>	<b>30%</b>	20%	22%	35%	<b>40%</b>
Trampled vegetation	31%	31%	37%	29%	18%	24%	30%	19%	28%	34%	22%	15%
Too many people recreating on the river at one time	<b>42%</b>	<b>34%</b>	36%	<b>35%</b>	33%	18%	25%	22%	36%	<b>44%</b>	35%	<b>30%</b>
Worn down or eroded shorelines	32%	32%	26%	27%	33%	24%	28%	22%	36%	30%	17%	20%
Climbing and rope swinging from trees	37%	29%	24%	34%	18%	21%	14%	20%	28%	32%	13%	15%
Too much trash in the river	<b>47%</b>	<b>40%</b>	<b>41%</b>	<b>41%</b>	<b>42%</b>	<b>29%</b>	<b>41%</b>	<b>28%</b>	36%	<b>40%</b>	<b>57%</b>	<b>45%</b>
Too many motorized boats	16%	13%	24%	21%	27%	<b>32%</b>	31%	23%	<b>44%</b>	34%	22%	15%
Motorized boats traveling to fast	30%	32%	<b>40%</b>	32%	33%	<b>47%</b>	<b>42%</b>	<b>45%</b>	<b>56%</b>	<b>58%</b>	<b>44%</b>	25%

Note: Audiences in the “Other” or “I don’t live in FL” were excluded from this breakdown as they are not a primary target of the campaign.

## How likely are you to take the following actions knowing it would protect the Chassahowitzka River?

Pre / Post	Very Likely		Somewhat Likely		Not at all Likely	
Stay in the vessel when possible.	<b>55%</b>	<b>54%</b>	24%	23%	21%	24%
If you have to leave the vessel, tie off in shallow waters.	<b>75%</b>	<b>79%</b>	19%	16%	7%	5%
Avoid docking on riverbanks.	<b>60%</b>	<b>64%</b>	24%	27%	16%	9%
Don't trample vegetation or kick up silt.	<b>75%</b>	<b>78%</b>	17%	17%	8%	4%
Avoid climbing on banks.	<b>63%</b>	<b>69%</b>	26%	22%	12%	9%
Don't climb trees or use rope swings.	<b>69%</b>	<b>68%</b>	13%	15%	19%	17%
Don't throw out litter or leave anything behind.	<b>97%</b>	<b>98%</b>	1%	1%	2%	1%
Trim boat motors to prevent propellor scarring.	<b>86%</b>	<b>91%</b>	9%	5%	5%	4%

**In the past six months, where did you see or hear messages about protecting the Chassahowitzka River? Select all that apply.**

	Post-Survey Only
I have not seen or heard messages about protecting the Chassahowitzka River.	<b>37%</b>
Radio	2%
Internet	<b>20%</b>
Social media	<b>55%</b>
Billboard	1%
Television	1%
Newspaper	7%
Campground	12%
Vacation rental or hotel	3%
Newsletter	4%



County Comparison	Citrus	Hernando	Hillsborough	Pasco	Pinellas	Polk
I have not seen or heard messages	<b>23%</b>	<b>22%</b>	<b>47%</b>	<b>28%</b>	<b>48%</b>	<b>35%</b>
Radio	2%	3%	0%	1%	0%	0%
Internet	<b>23%</b>	<b>15%</b>	3%	<b>15%</b>	<b>14%</b>	<b>15%</b>
Social media	<b>53%</b>	<b>59%</b>	<b>27%</b>	<b>41%</b>	<b>26%</b>	<b>30%</b>
Billboard	0%	3%	0%	1%	0%	0%
Television	0%	2%	3%	1%	2%	0%
Newspaper	10%	3%	0%	3%	6%	5%
Campground	10%	13%	<b>21%</b>	6%	4%	0%
Vacation rental or hotel	3%	2%	3%	1%	2%	0%
Newsletter	4%	3%	3%	0%	2%	0%

# Appendix I: 2022 Chassahowitzka River Post-Survey Questions

1. **When was the last time you visited the Chassahowitzka River?**
  - a. Within the last six months
  - b. 6 months to one year ago
  - c. One to five years ago
  - d. More than five years ago [TERMINATE]
  - e. Don't know [TERMINATE]
  - f. Never visited [TERMINATE]
  
2. **In which Florida county do you live?**
  - a. Hillsborough
  - b. Pasco
  - c. Hernando
  - d. Pinellas
  - e. Citrus
  - f. Polk
  - g. Marion
  - h. Levy
  - i. Sumter
  - j. I don't live in FL
  - k. Other [TEXT BOX]
  
3. **Which of the following resources do you use when planning a trip to the Chassahowitzka River? Select all that apply.**
  - a. YouTube videos
  - b. Social media pages (Facebook, Twitter)
  - c. Search engines (Google, Bing)
  - d. Travel Websites
  - e. ChassahowitzkaFlorida.com
  - f. Visitors Bureau
  - g. Word of Mouth
  - h. Other [TEXT BOX]
  
4. **Please select up to three recreation activities you engage in while on the Chassahowitzka River.**
  - a. Boat (motorized vehicle)
  - b. Kayak or Canoe
  - c. Paddleboard
  - d. Fishing
  - e. Tubing [SKIP TO Q6]
  - f. Swim or snorkel [SKIP TO Q6]
  - g. Rope Swing [SKIP TO Q6]

- h. Observe wildlife (manatees, birds etc.) [SKIP TO Q6]
- i. Camp [SKIP TO Q6]
- j. Hike [SKIP TO Q6]
- k. Picnic [SKIP TO Q6]
- l. Other [TEXT BOX] [SKIP TO Q6]

**5. If you exit your vessel, where do you leave it while on the river?**

- a. I don't leave my vessel while I'm on the river.
- b. Park on riverbanks
- c. Tie off in shallow waters
- d. Let it float freely
- e. Other [TEXT BOX]

**6. How much do you agree or disagree with the following statements? (Strongly Agree, Agree, Neither agree nor disagree, Disagree, Strongly Disagree)**

- a. People should stay in their vessels on the river.
- b. Climbing on banks damages the river.
- c. Climbing trees and rope swings damages trees.
- d. The number of vessels should be limited on the river.
- e. Vessels should only be allowed to park in designated spots on the river.
- f. The river is too crowded with visitors.

**7. Based on what you know or have heard, what challenges does the Chassahowitzka River face? Select all that apply.**

- a. No challenges at the moment
- b. Too many kayakers
- c. Trampled or scarred vegetation
- d. Too many people recreating on the river at one time
- e. Worn down or eroded shorelines
- f. Climbing and rope swinging from trees
- g. Too much trash in the river
- h. Too many motorized boats
- i. Motorized boats traveling too fast
- j. Other [TEXT BOX]

**8. How likely are you to take the following actions knowing it would protect the Chassahowitzka River? (Very Likely, Somewhat Likely or Not at all likely).**

- a. Stay in the vessel when possible.
- b. If you have to leave the vessel, tie off in shallow waters.
- c. Avoid docking on riverbanks.
- d. Don't trample vegetation or kick up silt.
- e. Avoid climbing on.
- f. Don't climb trees or use rope swings.
- g. Don't throw out litter or leave anything behind.
- h. Trim boat motors to prevent propellor scarring.

**9. In the past six months, where did you see or hear messages about protecting the Chassahowitzka River? Please select all that apply.**

- a. I have not seen or heard messages about protecting the Chassahowitzka River.
- b. Radio
- c. Internet
- d. Social media
- e. Billboard
- f. Television
- g. Newspaper
- h. Campground
- i. Vacation rental or hotel
- j. Newsletter

## Appendix II: Agreement statements all counties

People should stay in their vessels on the river. (Pre / Post)	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree	
Citrus	20%	19%	13%	13%	<b>25%</b>	18%	23%	<b>29%</b>	19%	14%
Hernando	19%	22%	16%	12%	<b>28%</b>	<b>24%</b>	22%	22%	15%	16%
Hillsborough	9%	12%	13%	9%	<b>36%</b>	15%	24%	<b>41%</b>	18%	15%
Pasco	18%	20%	13%	13%	20%	20%	<b>30%</b>	<b>26%</b>	20%	12%
Pinellas	12%	10%	8%	20%	<b>44%</b>	28%	20%	<b>28%</b>	16%	6%
Polk	22%	5%	4%	10%	17%	<b>40%</b>	22%	10%	<b>35%</b>	35%

Climbing on banks damages the river. (Pre / Post)	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree	
Citrus	<b>34%</b>	<b>30%</b>	23%	29%	24%	16%	12%	13%	8%	5%
Hernando	27%	28%	<b>34%</b>	<b>29%</b>	16%	19%	15%	10%	8%	9%
Hillsborough	22%	24%	<b>24%</b>	<b>41%</b>	20%	9%	20%	15%	13%	3%
Pasco	20%	<b>32%</b>	<b>25%</b>	29%	23%	15%	23%	12%	10%	4%
Pinellas	<b>32%</b>	32%	28%	<b>36%</b>	24%	16%	16%	4%	0%	4%
Polk	22%	15%	17%	20%	<b>30%</b>	<b>30%</b>	13%	25%	17%	10%

Climbing trees and rope swings damages trees. (Pre / Post)	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree	
Citrus	<b>35%</b>	<b>31%</b>	20%	22%	23%	17%	14%	17%	8%	7%
Hernando	<b>28%</b>	<b>32%</b>	<b>28%</b>	24%	16%	18%	20%	15%	8%	7%
Hillsborough	18%	21%	<b>22%</b>	21%	<b>22%</b>	<b>35%</b>	<b>22%</b>	12%	16%	3%
Pasco	21%	<b>35%</b>	20%	22%	<b>27%</b>	17%	20%	12%	13%	6%
Pinellas	<b>32%</b>	28%	28%	<b>34%</b>	24%	16%	12%	12%	4%	2%
Polk	13%	15%	17%	10%	<b>30%</b>	<b>35%</b>	13%	25%	26%	15%

The number of vessels should be limited on the river. (Pre / Post)	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree	
Citrus	<b>27%</b>	22%	21%	19%	12%	<b>23%</b>	20%	21%	20%	8%
Hernando	12%	18%	24%	19%	<b>31%</b>	18%	14%	<b>29%</b>	19%	12%
Hillsborough	18%	9%	16%	18%	18%	24%	<b>31%</b>	<b>27%</b>	18%	15%
Pasco	16%	17%	16%	20%	25%	19%	<b>31%</b>	<b>23%</b>	13%	12%
Pinellas	<b>28%</b>	<b>38%</b>	8%	16%	<b>28%</b>	18%	<b>28%</b>	20%	8%	0%
Polk	22%	25%	<b>30%</b>	10%	17%	20%	9%	15%	22%	<b>30%</b>

Vessels should only be allowed to park in designated spots on the river. (Pre / Post)	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree	
Citrus	<b>24%</b>	18%	18%	16%	13%	23%	22%	<b>24%</b>	23%	13%
Hernando	16%	16%	<b>28%</b>	<b>24%</b>	20%	16%	23%	24%	13%	16%
Hillsborough	11%	15%	22%	<b>24%</b>	24%	18%	<b>27%</b>	18%	16%	18%
Pasco	20%	23%	20%	<b>26%</b>	20%	10%	<b>27%</b>	20%	14%	12%
Pinellas	<b>32%</b>	<b>26%</b>	16%	24%	12%	<b>26%</b>	24%	14%	16%	2%
Polk	<b>35%</b>	5%	9%	20%	13%	<b>25%</b>	22%	<b>25%</b>	22%	<b>25%</b>

The river is too crowded with visitors. (Pre / Post)	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree	
Citrus	<b>46%</b>	<b>36%</b>	23%	19%	13%	23%	14%	13%	5%	3%
Hernando	<b>29%</b>	22%	26%	24%	23%	<b>35%</b>	17%	6%	5%	9%
Hillsborough	<b>31%</b>	18%	18%	21%	24%	18%	20%	<b>27%</b>	7%	9%
Pasco	21%	22%	23%	23%	<b>34%</b>	<b>25%</b>	18%	19%	4%	3%
Pinellas	28%	26%	<b>32%</b>	16%	16%	<b>34%</b>	24%	16%	0%	0%
Polk	<b>30%</b>	30%	13%	10%	26%	<b>45%</b>	<b>30%</b>	5%	0%	10%



## Appendix III: Other challenges listed

*All submitted responses recorded without editing or condensing for similarity.*

- Boats and paddlers need to know their right of ways. It's a dangerous situation on that river between boats and paddlers. I believe the wake from the boats causes erosion on the banks. WE NEED A NO WAKE ZONE EXTENSION!!
- Build another boat launch further out Chaz. Too many power boats swamping kayaker/ SUP exiting campground. Someone will be seriously injured if nothing done. Lack of law enforcement. Need full time jetski officer to patrol.
- Can't say mostly have been during the week when there is limited people. Weekends seem to be where all the challenges come into play.
- Citrus Residents should have priority if access is limited.
- Drug use
- I have been going to Chaz for over 30 years. The amount of clueless people in the middle of the river where the boats have to run on plane to not hit bottom and damage our lower units.
- I'm sure there are challenges. I am not aware of what though
- Just too damned many stupid people who don't know how to act
- Kayakers and canoes in middle/ channel of the river
- Kayakers need to be regulated during the weekends. The caves get packed and that's where the shorelines become invaded.
- Kayakers and boaters who don't know or practice the navigation rules of rightaway!
- Lack of access to government own lands along the river.
- Lack of education. Campground putting kayakers out one after the other. No education on the challenges vessels have in river. Kayakers have no clue. If the whole river was an idle zone than there wouldn't be any vegetation left. Most boats need to be on top not to harm the river.
- Limit the numbers
- Local can't enjoy, too many tourists.
- Motorized boats ignoring manatees
- Need more FWC on river. Locals are inconsiderate of all others
- No camping
- No instruction for kayakers and canoes . The river is hard bottom and motor boats can not deviate from the channel
- Not enough freshwater outflow
- Not enough parking
- Over development in the surrounding areas and too much draw on freshwater resources
- People feeding and interfering with wild life habitats.
- Salt water intrusion likely caused by over pumping of the spring
- Should be slow speed until it's deeper
- Spring flow is too low due to overdraft of the aquifer from excessive development in the springshed
- SWFWM is stealing too much of the water

- The no wake zone is too small. There are too many people who don't respect or are knowledgeable about the river banks. People just come to party, leave their trash, take their videos and leave.
- Too many boats in the main spring area.
- Too many people
- Too many inexperienced kayakers and canoe operators
- Too many kayaker. Implement an ohv registration system for all kayakers like atv riders.
- Too many people trashing the springs
- Too may kayaks and tourists who have no clue how to travel the river and block the channel to fish or swim
- Too much fresh water being pumped out - getting saltwater intrusion.
- Too much water being pumped out of springs
- Too shallow not kept up or maintained and no navigation markers!!
- Water quality isn't as good as it should be
- water quality issues
- Water quality issues – algae
- Wide open drug and alcohol use and family dysfunction